

EUROPEAN EXPANSION OF BUSINESS

ABOUT EIDOS CORPORATION. Eidos Corporation, located in Lincoln, Nebraska, manufactures and markets industrial seating products. Their products include high-quality creepers, shop stools, and bench stools that are designed for 24/7 use in high impact manufacturing or service environments.

These ergonomic chairs incorporate design features to aid productivity by easing the stress workers put on their bodies; thereby, increasing the quality of the work experience. Eidos has six employees located in the Lincoln facility and generates \$1.3 million in annual revenue.

THE CHALLENGE. The company encountered unexpected obstacles as the demand for Eidos' ergonomic chairs and products in Europe increased. The first issue involved the sale of their product to a customer in Italy. In order to complete this sale, Eidos needed to have their manuals translated to Italian. Additionally, as the company began to look at large manufacturers based in Europe, they were asked to provide a European CE Product Certification to be considered as a vendor in the European market.

MEP CENTER'S ROLE. Eidos contacted Nebraska MEP, part of the MEP National Network, for help. To overcome these obstacles, Nebraska MEP found a qualified Italian translator who was able to quickly translate the Eidos manuals to Italian, which allowed Eidos to complete the sale with their Italian customers.

Nebraska MEP also located a third party to provide the required European Certification letter, which addressed the need for their products to have the CE Mark in Europe. This allowed additional sales opportunities in the European market.

"The services provided through Nebraska MEP and their contacts definitely added value to our business. They helped us when we did not know where to turn for these services, which resulted in a savings of time and resources that we did not have to incur.

I would definitely recommend that other manufacturers get to know Nebraska MEP and learn about how they can assist manufacturing in Nebraska."

-Tom Bittner, President & Owner

RESULTS



Increased revenue by **\$7,500**



Cost savings of **\$500**



Retained **1** job

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